

Michigan Department of Community Health

Cardiovascular Health Nutrition and Physical Activity Section

2005 Highlights

Michigan Stroke Initiative

To leverage resources, 2005 initiatives were conducted with community partners and targeted stroke since there are significant opportunities for care improvement and disability reduction.

- *Get with the Guidelines*, a proven stroke care quality improvement program from the American Stroke Association, was implemented in 14 major hospitals across the state. The hospitals worked to improve the care stroke patients received using professional education, assessment of current practices, care system changes, improved protocols and tools. After two years of this program, key care indicators showed improvement with 85% in compliance with treatment guidelines. Last year an estimated 2,300 lives were saved through implementation of the guidelines.
- Stroke education and awareness program funded in part by MDCH have been targeting consumers and professionals, including the development of a leading project from the Michigan Hospital Association to create educational and practice improvements in stroke care. Consumer survey results showed improvement in the knowledge of stroke warning signs. In 1999, 31% of respondents were not able to report a warning sign of stroke compared to only 17.7% in 2004.
- A stroke media campaign-including television, radio and print-focused on reducing risk factors for stroke and heart disease, including awareness of the warning signs and the importance of calling 911 during cardiovascular emergencies. Reaching 2 million people, the campaign placed special emphasis on urban markets with high populations of African Americans in the 35-64 years age range including Southeast Michigan, Grand Rapids and Flint.

The Cost of Stroke

- A hospital stroke admission in Michigan in 2000 cost an average of \$10,041
- Total cost of 2000 hospitalizations from stroke in Michigan was \$1.1 billion
- In the Medicare population, 18% of stroke patients are discharged to skilled care facilities contributing to the Medicaid financial burden

Interventions to prevent the first or even a second stroke and to successfully treat an acute stroke would create great cost savings.

Hypertension Facts

- Aggressive treatment for high blood pressure is effective according to the National Institutes of Health
- A 12-13 point reduction in blood pressure can lower risk of heart attack by 21%, stroke by 37% and total cardiovascular disease deaths by 25%
- Patients with hypertension who receive quality preventive care experience 54% fewer adverse complications than those with no preventive care
- Worksite programs targeting high blood pressure control show a cost/benefit ratio of 1:2

Michigan Hypertension Control Project

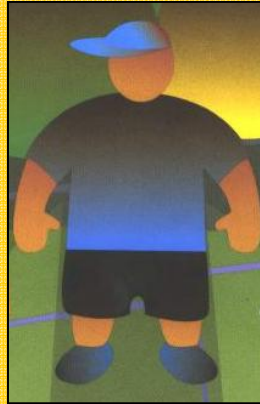
70% of patients with hypertension do not have their blood pressure under control. Minority populations, especially African Americans, have a higher risk for hypertension. Initiatives were funded by MDCH to provide key services to detect high blood pressure and diabetes early, refer and educate individuals to obtain treatment and maintain life-long control.

- The National Kidney Foundation of Michigan, Arab Community Center for Economic and Social Services and American Heart Association worked to educate and screen high risk populations for identification and control of hypertension. In African American beauty shops, churches and Southeast Michigan Arab American communities, these organizations reached more than 18,000 people with individualized information, health screening and referrals for medical care. Over 5,000 discussed health risks with their physician as a result of programs. An additional 65,000 viewed television and print media information explaining high blood pressure and healthy eating.
- Two important 2005 projects will conclude during 2006: 1) Development began on an interactive electronic educational program to improve the hypertension detection and follow-up skills of health care clinicians. This program provides outreach to health professionals across Michigan to identify and improve care of high blood pressure patients. 2) A Medicaid HMO is improving blood pressure control among African Americans with diabetes and hypertension through self-management and education in a pilot project. The program goals are to improve blood pressure control and increase compliance in taking anti-hypertensive medications. When completed, the project will be replicated statewide.

Childhood Obesity Prevention Project

Since obese children have greatly increased risk for hypertension, high blood cholesterol, cardiovascular disease, diabetes, arthritis and other chronic conditions, the prevention and treatment of childhood obesity has been a top priority.

- A Pediatric Obesity Expert Group developed evidenced-based guidelines for prevention, identification and treatment of childhood obesity. Prior to the work of the group, there was no consensus about the proper care and management of childhood obesity.
- MDCH and other state level partners have been implementing *The Role of Michigan Schools in Promoting Healthy Weight* since 2004. This consensus paper provides practical guidelines and policy recommendations for schools to address the weight concerns facing children. Focus is on school assessment through the Healthy School Action Tool (HSAT).
 - 257 schools with 205,600 students have completed or are working on the HSAT and their action plan.
 - 30,127 students attend a school that has already implemented environmental changes including: improved school meals, healthy food choices on the a la carte menu, healthy food choices in school vending machines, increased minutes of physical activity for students and staff wellness.
 - 8 school districts provided new opportunities for physical activity, healthy eating, nutrition education and physical education
 - Over 800 school and community leaders representing public and private institutions were convened quarterly to address healthy school environments .



- ### Childhood Obesity
- 27% of Michigan high school students are overweight or at risk of being overweight
 - 70-80% of overweight adolescents will remain overweight throughout adulthood
 - 29% of low income children between 2 and 5 years of age are overweight or at risk of overweight

This represents 27,251 children in our state

Healthy Communities Initiative

Community initiatives helped residents take personal responsibility for healthy lifestyles and helped communities learn how to make healthy eating and physical activity easier.

- The Detroit Faith-Based Healthy Living Initiative was a collaborative of 22 faith partners in Metro Detroit promoting healthy eating and physical activity among low income African Americans in churches and faith-based organizations. Churches implemented fruit and vegetable mini-marts, health screenings, educational sessions and point-of-service advertisements reaching over 25,000 residents. Surveys of consumers showed positive change.
 - 8,500 consumers purchased produce at the fruit and vegetable mini-marts.
 - Consumers were reached an average of 4 times through healthy eating and physical activity programs.
 - Awareness of the recommendation to eat 5 or more fruits and vegetables a day increased from 21.7% to 50.9%.
 - Eating 2 or more fruits per day increased from 60.3% to 82.8%.
 - Eating 3 or more vegetables per day increased from 39.1% to 63.9%.

- Moderate exercise 4 or more hours per week increased from 22.7% to 39.9%.
- Vigorous exercise 4 or more hours per week increased from 17.9% to 25.1%.
- Grants and technical assistance were provided to 35 communities to focus on changing policies and environments to support healthy behaviors, especially among those with low incomes. Survey results showed that consumption of 5 or more fruits and vegetables per day in many of these communities doubled along with some evidence of impact on blood pressure and weight. Examples of community changes include: development of safe walking routes, new neighborhood farmers' markets and addition of crosswalks to local parks.
- Development of a new Designing Healthy Environments at Work Assessment resulted in changes at worksites to promote healthy eating and physical activity that affected 1342 employees. 380 additional worksites are preparing to use the assessment, develop a plan and take action.
- A five-year plan to address obesity in Michigan was completed with input from 90 organizations throughout the state. The report identifies populations at highest risk and provides strategies for obesity prevention and control.



State dollars were used to leverage funds from local and federal agencies to expand statewide initiatives